

AMERICAN ARBITRATION ASSOCIATION

(Hereafter "AAA")

Case No: 30 190 00847 06

United States Anti-Doping Agency,

Claimant,

and

Floyd Landis,

Respondent

PROCEDURAL ORDER No 3
CONCERNING MEDIA

On February 2, 2007, this Panel issued Procedural Order No. 1. Paragraph 26 of that order states that Floyd Landis requested a public hearing as is his right within the rules. The order further concludes live television coverage of the proceedings shall be allowed on terms defined and controlled by the Panel. Further, on March 15, 2007 this Panel issued Procedural Order No. 2, which clarified the provisions governing the media coverage of the hearing: "It is the exclusive prerogative of the Panel to organize the broadcasting arrangements. The Panel has the right to terminate the live broadcasting should it become intrusive upon the hearing or for any other reason it deems appropriate." Accordingly, the Panel hereby orders that the hearing may be attended by the print media and broadcast on live television according to the terms set forth herein.

Media Consultant

1. The United States Olympic Committee ("USOC") has agreed to provide a media consultant ("Media Consultant") who will report to the Panel and take directions only from the Panel as to the broadcasting aspects of the arbitration proceeding and the general conduct of the media during the arbitration hearing. All Media personnel will report to the Media consultant and shall follow his/her instructions.

Equipment and Personnel

2. In the event that there is interest in televising the hearing, two television cameras, with one operator per camera, and one still photographer will be permitted in the hearing room. The Chair of the Panel or the Media Consultant shall identify the location in the hearing room for the camera equipment and operators.

3. Equipment shall not produce distracting sound or light. Signal lights or devices to show when equipment is operating shall not be visible. Motorized drives, moving lights, flash

attachments, or sudden light changes shall not be used. Still cameras that do not operate quietly will not be used at any time when hearing is in session.

4. Except as otherwise approved by the Chair of the Panel or the Media Consultant, existing hearing room sound and light systems shall be used without modification. Audio pickup for all media purposes shall be accomplished from existing audio systems present in the hearing room facility, or from a television camera's built-in microphone. If no technically suitable audio system exists in the hearing room facility, microphones and related wiring essential for media purposes shall be unobtrusive and shall be located in places designated in advance by the Chair of the Panel or the Media Consultant.

5. All equipment must be set up prior to the opening of the arbitration session and may not be removed until after the conclusion of the sessions, or during a hearing recess.

6. Camera operators and other media personnel shall wear suitable attire in the hearing room.

7. Media personnel shall also adhere to the direction of the Chair of the Panel or the Media Consultant in such matters as security, parking, noise avoidance, and other related issues.

8. Media personnel may not interview or otherwise ask questions of participants in the hearing room or immediately outside the hearing room during any recess in the proceedings.

News Media Pooling

9. Camera coverage will be permitted by any person or entity regularly engaged in the gathering and dissemination of news. If coverage is sought by more than one person or entity, a pool system must be used.

10. The admission of all other members of the news media shall be coordinated by the Media Consultant, in consultation with the parties, and when necessary, the Panel. In considering the appropriate number of media passes to award, the Media Consultant shall ensure that sufficient space is reserved in the hearing room for the Panel, parties, witnesses and other support personnel.

11. In the event that there is more than one media entity interested in broadcasting the proceeding, it will be the responsibility of the news media to agree upon such arrangements. Any such pooling arrangement shall be submitted to the Media Consultant for approval at least 5 business days prior to the commencement of the hearing. Such pooling arrangements shall include the designation of pool operators, procedures for cost sharing, access to and dissemination of material (including where appropriate satellite coordinates for video footage of arbitration session), and selection of a pool representative if appropriate.

12. Any dispute regarding pooling agreements shall be decided solely by the Media Consultant, unless the Media Consultant elects to seek the intervention of the Panel. In no case shall any such dispute delay or otherwise impede the proceedings.

Conditions for Television Coverage

13. Prior to being authorized to record the proceedings any media entity wishing to have television cameras present during the hearing must agree in writing to the following conditions:

a. To record the entirety of the hearing and to provide each party and Panel member with a free copy of all video and sound recordings, in a standard DVD format, within a reasonable time of the conclusion of each day's proceedings;

b. To provide each party and Panel member with an unrestricted license and any authorizations or releases requested by the party to use the video footage and sound recordings for any purpose;

c. That no commercial use of the video footage and sound recordings by the media entity or any other third party will be allowed, except that the media entity may distribute the footage over existing networks, cable stations, satellite channels, broadband, the Internet and other forms of video distribution that do not charge a fee for specific access to the footage (by way of example, pay-per-view);

d. That neither party will be compensated by the media entity and that any payment by the media entity related to this proceeding shall be made to the USOC to assist in defraying the costs of this proceeding; and

e. That all provisions of this Order, including but not limited to the confidentiality requirements of paragraph 15, shall be fully complied with at all times.

14. Any media entity that desires to arrange for television cameras to be present during the hearing must submit that request and agree in writing to the above-stated provisions prior to May 1, 2007. In the event that no media entity has agreed to these conditions by May 1, 2007, the parties may each arrange for a single videographer to be present during the hearing, at the parties' own expense, consistent with the restrictions expressed above.

Public Display of Exhibits

15. Prior to the commencement of the hearing, each party shall identify any exhibit or other documents that it considers to be confidential. Any document that has been marked "CONFIDENTIAL", including any demonstrative exhibits derived therefrom, cannot be displayed during the arbitration to the media or members of the general public without the prior authorization of the Panel.

Protecting the Integrity of the Proceedings

16. Any dispute arising between the parties as to the provisions of this order shall be first referred to the Media Consultant for resolution, and then, only if the Media Consultant's resolution is not acceptable, may the dispute be referred to the Panel for final determination. The Panel expressly reserves the right to modify or enhance this order as necessary in order to ensure

that the media coverage of the hearing does not compromise the orderly administration, the fundamental fairness, or the integrity of these proceedings.

DATED this 4th DAY OF APRIL, 2007.

For the Panel

IN _____

(signed) _____
Patrice M. Brunet, Esq.
Chairman

IN _____

(signed) _____
Prof. Richard H. McLaren, Arb., Esq.

IN _____

(signed) _____
Chris Campbell, Esq.